Fig. 1

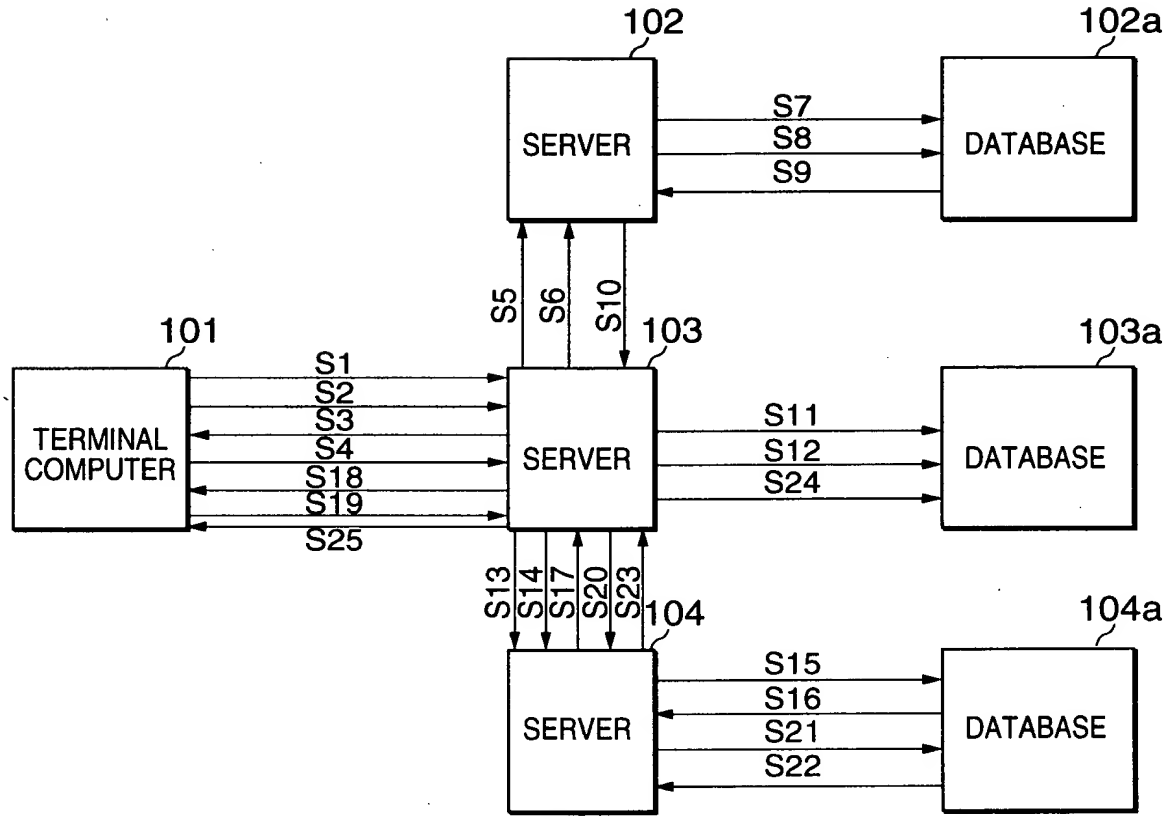

102
102a
SERVER
DATABASE
S7
S8
S9
S5
S6
S10
101
103
103a
TERMINAL COMPUTER
S1
S2
S3
S4
S18
S19
S25
SERVER
DATABASE
S11
S12
S24
S13
S14
S17
S20
S23
104
104a
SERVER
DATABASE
S15
S16
S21
S22

Fig. 2

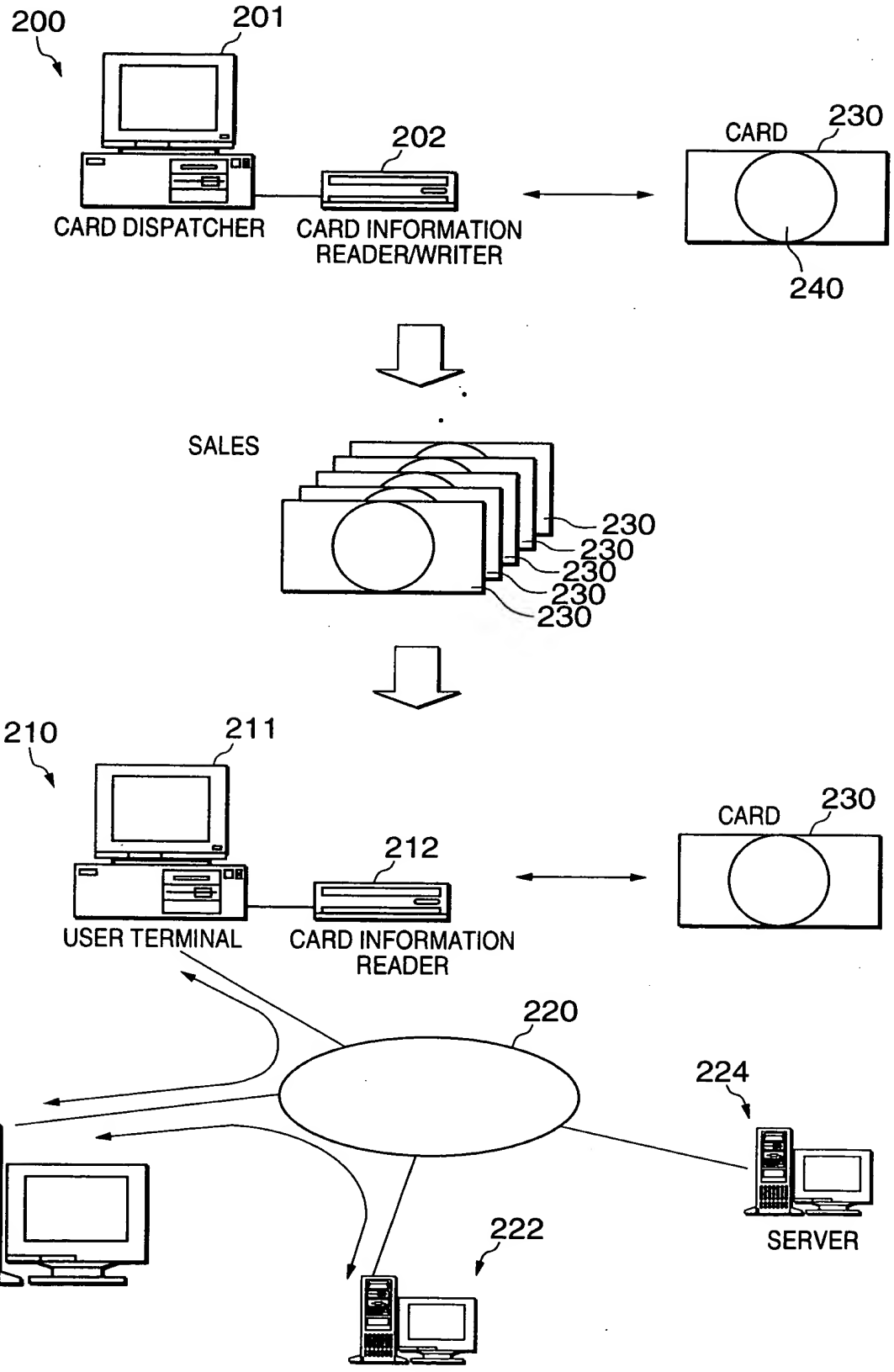

200
201
202
CARD DISPATCHER
CARD INFORMATION READER/WRITER
CARD
230
240
SALES
230
230
230
230
230
210
211
212
USER TERMINAL
CARD INFORMATION READER
CARD
230
220
223
224
SERVER
222

Fig. 3

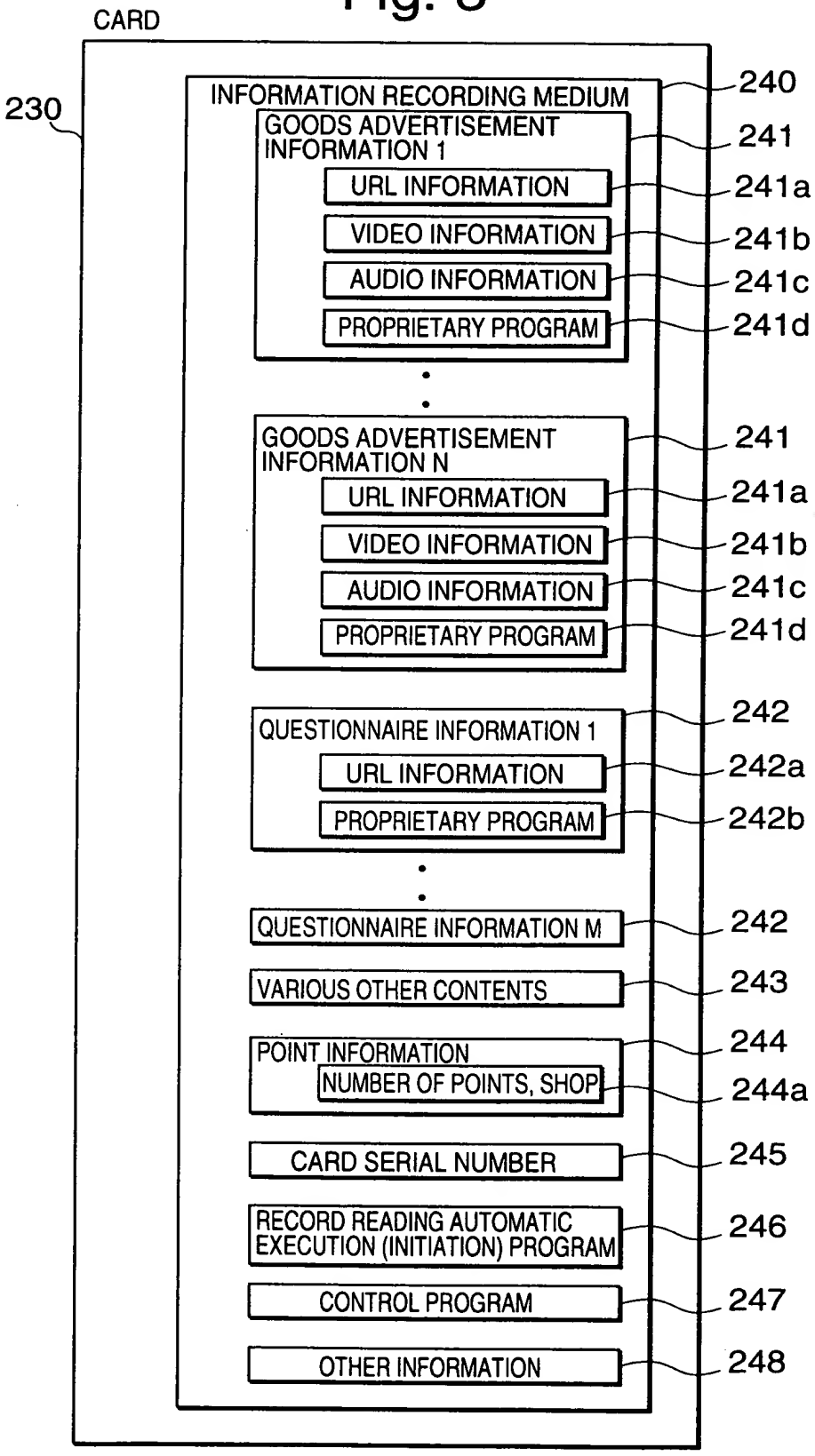

CARD
230
INFORMATION RECORDING MEDIUM
240
GOODS ADVERTISEMENT INFORMATION 1
241
URL INFORMATION
241a
VIDEO INFORMATION
241b
AUDIO INFORMATION
241c
PROPRIETARY PROGRAM
241d
GOODS ADVERTISEMENT INFORMATION N
241
URL INFORMATION
241a
VIDEO INFORMATION
241b
AUDIO INFORMATION
241c
PROPRIETARY PROGRAM
241d
QUESTIONNAIRE INFORMATION 1
242
URL INFORMATION
242a
PROPRIETARY PROGRAM
242b
QUESTIONNAIRE INFORMATION M
242
VARIOUS OTHER CONTENTS
243
POINT INFORMATION
244
NUMBER OF POINTS, SHOP
244a
CARD SERIAL NUMBER
245
RECORD READING AUTOMATIC EXECUTION (INITIATION) PROGRAM
246
CONTROL PROGRAM
247
OTHER INFORMATION
248

Fig. 4

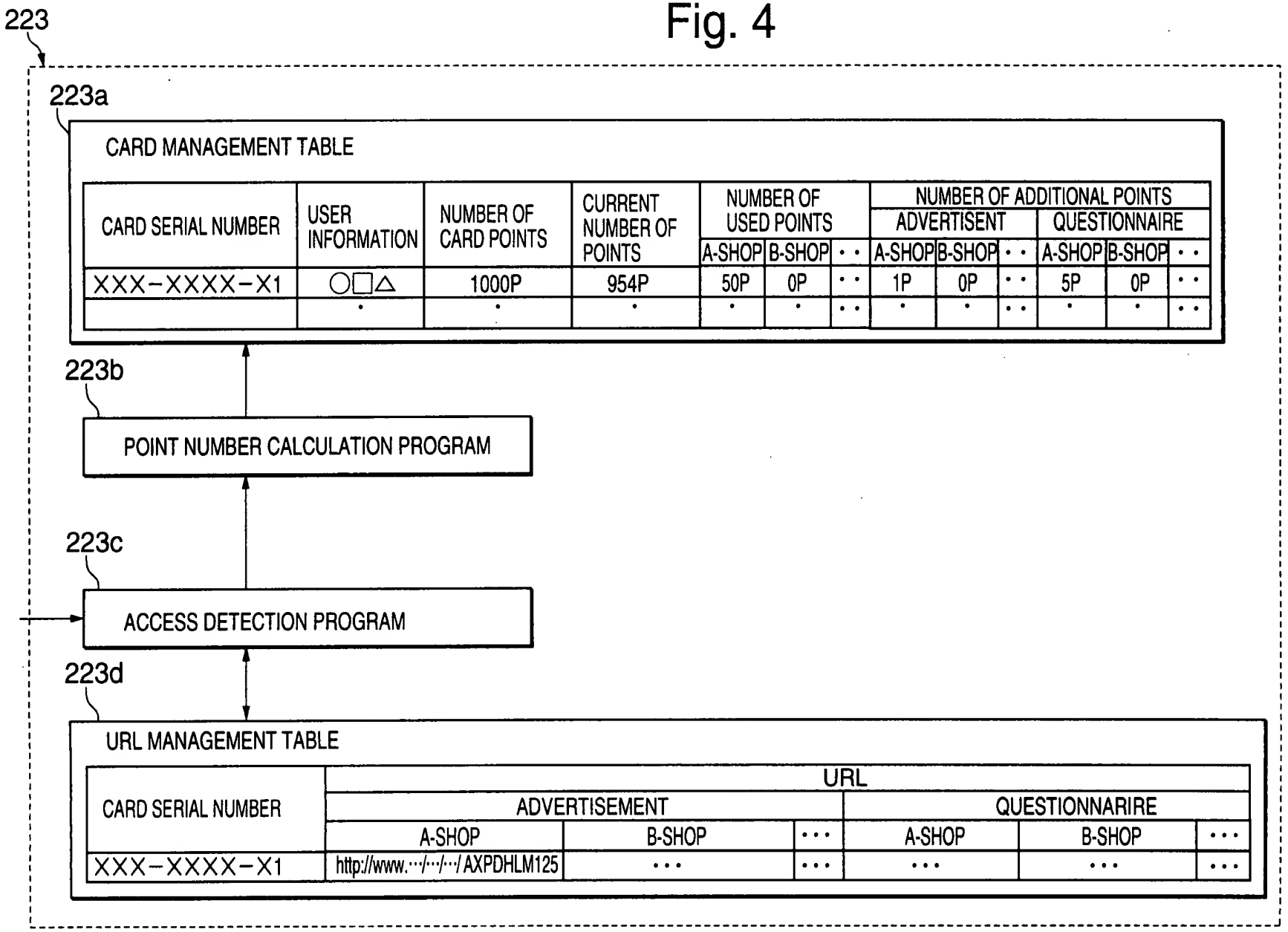

223
223a
CARD MANAGEMENT TABLE
CARD SERIAL NUMBER
USER INFORMATION
NUMBER OF CARD POINTS
CURRENT NUMBER OF POINTS
NUMBER OF USED POINTS
A-SHOP
B-SHOP
NUMBER OF ADDITIONAL POINTS
ADVERTISENT
QUESTIONNAIRE
XXX-XXXX-X1
1000P
954P
50P
0P
1P
0P
5P
0P
223b
POINT NUMBER CALCULATION PROGRAM
223c
ACCESS DETECTION PROGRAM
223d
URL MANAGEMENT TABLE
URL
ADVERTISEMENT
QUESTIONNARIRE
http://www.···/···/···/AXPDHLM125

Fig. 5A

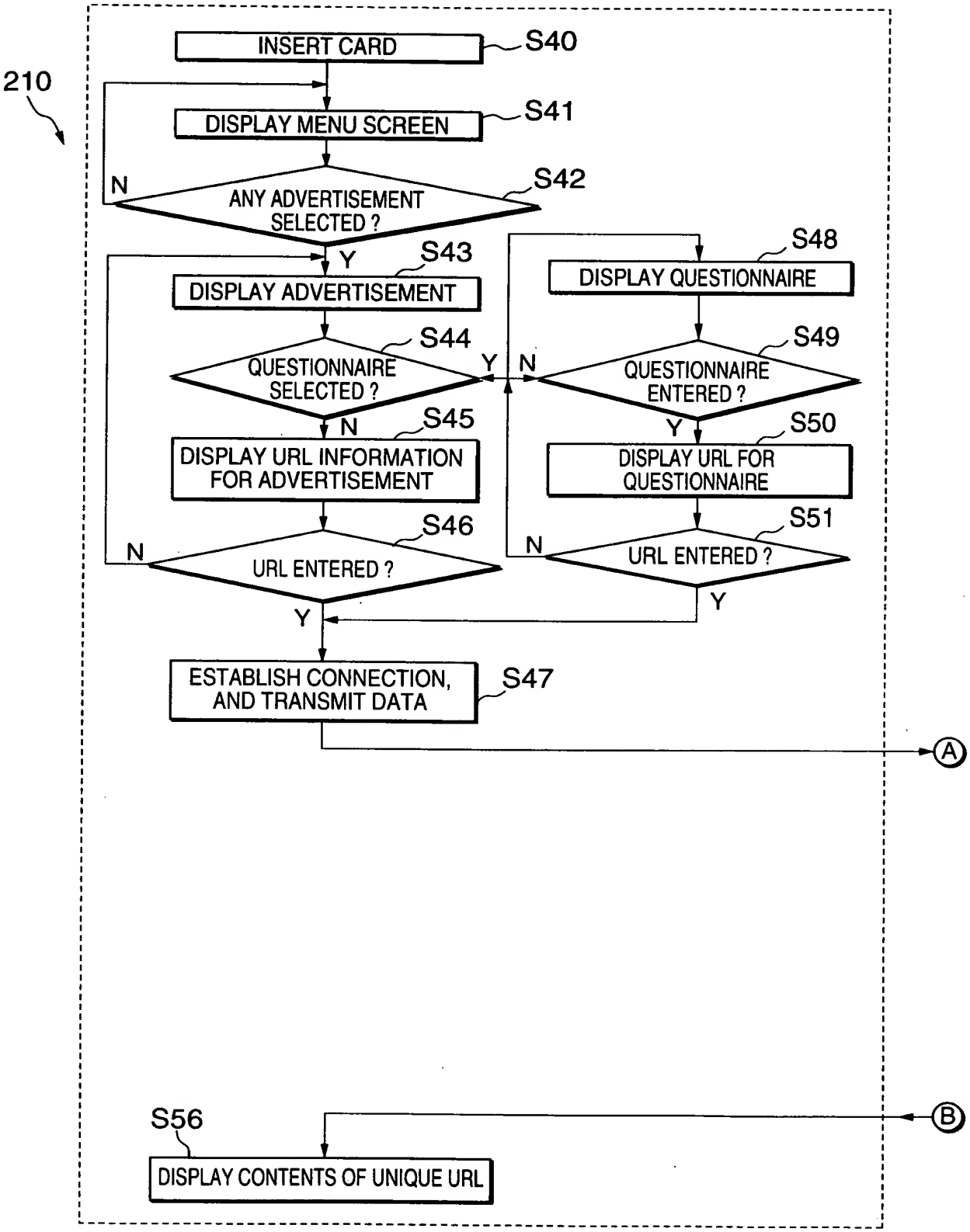

210
INSERT CARD
S40
DISPLAY MENU SCREEN
S41
ANY ADVERTISEMENT SELECTED ?
S42
N
Y
DISPLAY ADVERTISEMENT
S43
QUESTIONNAIRE SELECTED ?
S44
Y
N
DISPLAY URL INFORMATION FOR ADVERTISEMENT
S45
URL ENTERED ?
S46
N
Y
DISPLAY QUESTIONNAIRE
S48
QUESTIONNAIRE ENTERED ?
S49
N
Y
DISPLAY URL FOR QUESTIONNAIRE
S50
URL ENTERED ?
S51
N
Y
ESTABLISH CONNECTION, AND TRANSMIT DATA
S47
A
B
S56
DISPLAY CONTENTS OF UNIQUE URL

Fig. 5B

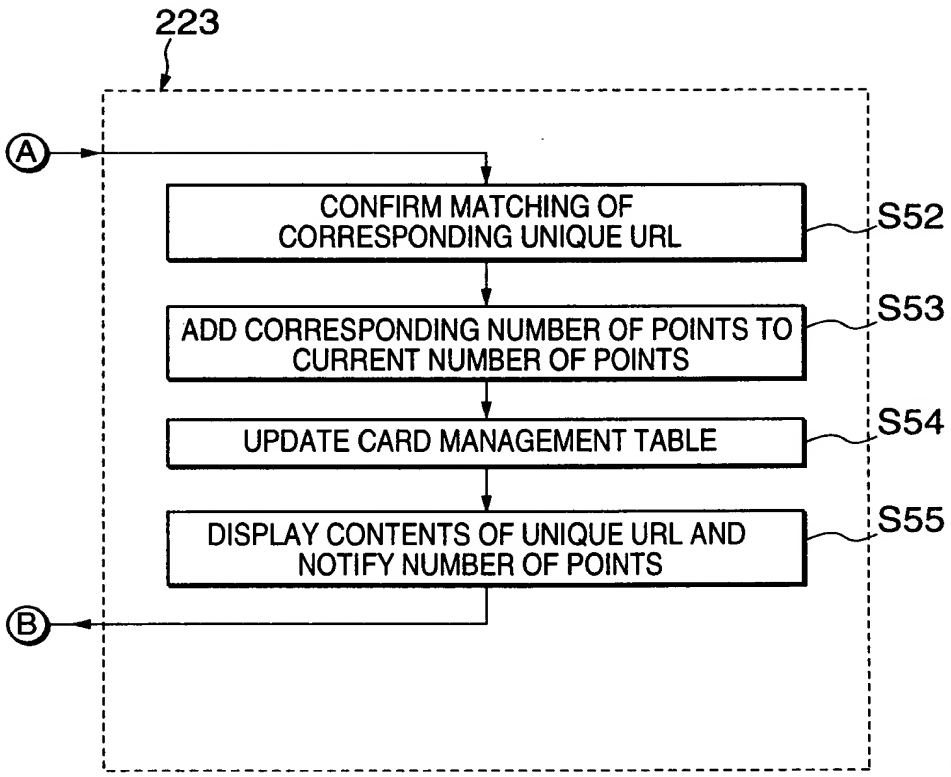
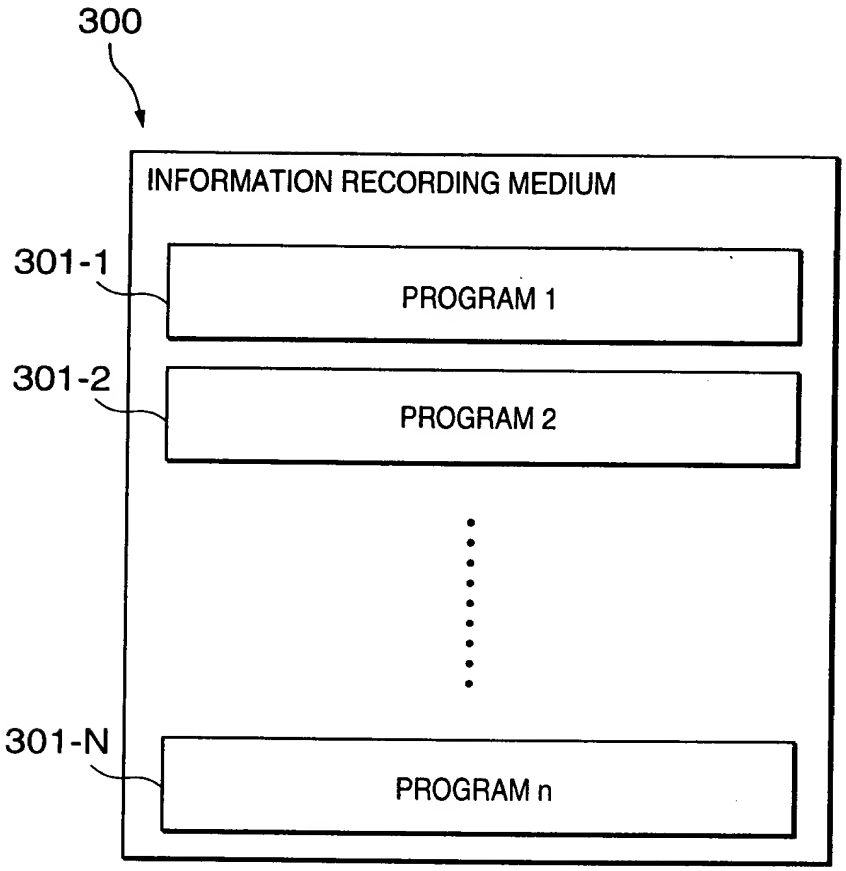

223
A
CONFIRM MATCHING OF CORRESPONDING UNIQUE URL
S52
ADD CORRESPONDING NUMBER OF POINTS TO CURRENT NUMBER OF POINTS
S53
UPDATE CARD MANAGEMENT TABLE
S54
DISPLAY CONTENTS OF UNIQUE URL AND NOTIFY NUMBER OF POINTS
S55
B

Fig. 6


300
INFORMATION RECORDING MEDIUM
301-1
PROGRAM 1
301-2
PROGRAM 2
301-N
PROGRAM n